

Dear Media Representative:

The Center for Substance Abuse Treatment (CSAT), within the United States Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), has created this Guide for Media Action to help print and broadcast media outlets raise awareness about addiction treatment issues facing their communities.

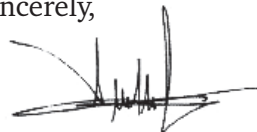
You can play a valuable role by helping articulate the needs of those with alcohol or drug addiction, acknowledging the courage of persons striving to maintain sobriety, and identifying resources for your audience. We encourage you to adopt the suggestions in this guide and use its print and broadcast resources to increase awareness and mobilize your community to action. Here are a few suggestions:

- Run the enclosed *Road to Recovery* public service announcements throughout the year.
- Use the enclosed feature story ideas to explore *Road to Recovery* themes in articles and public affairs programs.
- Use the facts and suggestions in this guide to conduct on-air interviews with local or national experts on issues related to addiction and recovery.
- Follow the suggestions in this guide to support or initiate local events in your community to raise awareness about the benefits of addiction treatment.

We also encourage you to participate in **National Alcohol and Drug Addiction Recovery Month (Recovery Month)**, observed in September. The month is set aside to highlight the strides made in alcohol and drug use disorders treatment and to make known to the public that addiction is a chronic, but treatable, public health problem that affects us all. You can learn more about this important observance at www.recoverymonth.gov.

It would be my pleasure to assist you in any matter related to this guide. Whether you need assistance identifying national or local experts for interviews, want additional program ideas, or need further suggestions for supporting local events, feel free to contact me at 301-443-5052. It is through working with media outlets like yours that we can effectively confront addiction and improve the quality of life for millions of Americans.

Sincerely,



Ivette Torres, M.Ed., M.S.
Associate Director for Consumer Affairs
Center for Substance Abuse Treatment
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services

A Guide for Community Action 2004

The ***National Alcohol and Drug Addiction Recovery Month*** observance highlights the societal benefits of alcohol and drug use disorder treatment, lauds the contributions of treatment providers, and promotes the message that recovery from alcohol and drug use in all its forms is possible.

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Using This Guide to Raise Awareness in Your Community

The information and resources in this guide can help your media outlet raise awareness and educate your community about alcohol and drug use disorders, addiction treatment, and recovery. Just as every community experiences the devastating effects of alcohol and drugs, so too can they experience the hope and resiliency that results from addiction treatment and recovery.

HERE ARE SOME WAYS THIS GUIDE CAN HELP RAISE AWARENESS IN YOUR COMMUNITY:

All Media

General Facts About Alcohol and Drug Use Disorders, Addiction Treatment, and Recovery

These facts can support your coverage of alcohol and drug use disorders, treatment, and recovery issues. Use this information when writing articles, producing news reports, and conducting interviews or other communications.

Tips for Addiction Treatment and Recovery Throughout the Year

These tips can help raise awareness about the benefits of addiction treatment and recovery.

Feature Story and News Coverage Ideas

These ideas offer useful approaches to covering alcohol and drug use disorders, addiction treatment, and recovery as it affects your community.

Community Forums

Recovery Month Community Forums strengthen dialogue and raise awareness about addiction treatment and recovery. Show support for **Recovery Month** by covering **Recovery Month** events and highlighting those organizations and communities that hold community forums.

Resources and Services

These helpful resources and services can greatly assist you in your coverage of alcohol and drug use disorders, addiction treatment, and recovery.

Print

Drop-In Articles

These English- and Spanish-language, public-domain (copyright-free) articles can be “dropped in” to any print publication without special permission or citation. These articles provide readers with information about addiction treatment and recovery to enhance decision-making at the individual, family, and community levels. Feel free to include contact information for local organizations and resources in the article.

Radio

Radio PSA Scripts

Use these English- and Spanish-language radio PSAs to promote addiction recovery and treatment in your community. Feel free to adapt them to reflect local organizations and resources.

Television Program and PSA Descriptions

These descriptions provide information about a variety of available programs and PSAs from the *Road to Recovery* series.

Television

***Road To Recovery* Multimedia Order Form**

Complete this order form to receive free VHS and DVD copies of programming from the *Road to Recovery* series. Be sure to indicate whether you would like to receive other media-related materials.

Inserts

Reply Form

This easy-to-complete form can help us better meet your needs. Please fill it out and send it via the designated fax number or mailing address. This form also is available to be filled out and submitted at www.recoverymonth.gov.

General Facts About Alcohol and Drug Use Disorders, Addiction Treatment, and Recovery

Here are some useful facts you can use in developing news and public affairs media content.

Societal Benefits of Addiction Treatment

- The societal cost of drug and alcohol addiction treatment in the United States is estimated at \$294 billion per year in lost productivity and costs associated with law enforcement, health care, justice, welfare, and other programs and services.¹
- Conservative estimates note that for every \$1 invested in addiction treatment, there is a return of between \$4 and \$7 in reduced drug-related crime, criminal justice costs, and theft. When savings related to health care are included, total savings exceed costs by a ratio of 12 to 1.²

Prescription Drugs

- Prescription medications can be broken down into three distinct categories: opioids, which are most often prescribed to treat pain; CNS depressants, which are used to treat anxiety and sleep disorders; and stimulants, which are prescribed to treat narcolepsy, ADHD, and obesity.³
- An estimated 6.2 million persons were current users of prescription-type drugs nonmedically in 2002. This represents 2.6 percent of the population aged 12 or older. This includes 4.4 million using pain relievers, 1.8 million using tranquilizers, 1.2 million using stimulants, and 0.4 million using sedatives.⁴
- In 2002, approximately 1.9 million persons aged 12 or older used OxyContin nonmedically at least once in their lifetimes. OxyContin is a controlled-release tablet form of the narcotic oxycodone that can have severe health consequences if the tablet is crushed and then ingested. This number is higher than estimates for both 2000 (399,000) and 2001 (957,000).⁵

Drugs⁶

- In 2002, an estimated 19.5 million Americans aged 12 or older were current drug users, meaning they had used an drug during the month prior to the survey interview.
- Drug use among youth was highest for those between the ages of 18 and 20 (22.5 percent) in 2002.
- The rate of drug use in metropolitan areas was higher than the rate in non-metropolitan areas. Rates were 8.6 percent in large metropolitan counties, 8.9 percent in small metropolitan counties, 6.6 percent in nonmetropolitan counties, and 5.4 percent in completely rural, nonmetropolitan counties.
- Rates of current drug use varied significantly among the major racial/ethnic groups in 2002. The rate was highest among American Indians/Alaska Natives (10.1 percent) and persons reporting two or more races (11.4 percent). Rates were 8.5 percent for whites, 7.2 percent for Hispanics, and 9.7 percent for blacks. Asians had the lowest rate at 3.5 percent.



Sources

- ¹ Coffey, R.M., Ph.D., et al. National Estimates of Expenditures for Substance Abuse Treatment, 1997. U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment, MedStat Group, February 2001.
- ² Principles of Drug Addiction Treatment: A Research-Based Guide. NIH Publication No. 00-4180. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, printed October 1999/reprinted July 2000.
- ³ Prescription Drugs: Abuse and Addiction, National Institute on Drug Abuse Research Report Series. NIH Publication No. 01-4881. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, printed April 2001.
- ⁴ Office of Applied Studies, Overview of Findings From the 2002 National Survey on Drug Use and Health. DHHS Publication No. (SMA) 03-3774. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2003.
- ⁵ Ibid.
- ⁶ Ibid.

Tips for Promoting Addiction Treatment and Recovery Throughout the Year

- Share helpful information and success stories with your audience to encourage persons with alcohol and drug use disorders to seek appropriate addiction treatment services.
- Be an advocate for donating airtime for public service messages that support addiction treatment and recovery. Remind the “powers that be” that addiction treatment and recovery deserve top priority, and many deserve requests for public attention.
- When reporting crimes, fires, car accidents, and other tragedies, query law enforcement, hospitals, and rescue personnel about the possible role of alcohol and drug use disorders in the incident. Include their findings in your coverage.
- Ensure that addiction treatment and recovery messages are culturally sensitive and relevant to the needs of your listeners or viewers.
- Encourage community affairs and news programming producers to be proactive in developing alcohol and drug use disorder-related programs.
- Volunteer with community-based addiction treatment groups. Advise and assist with their public information and media relations efforts. Volunteer to help write informational materials, news releases, and PSA scripts.
- Counter and challenge the stereotypes of heavy smoking, hard drinking “heroes.” Identify as role models those leaders in your community who do not engage in these practices. Discuss how such high-risk activities affect the health, careers, and lives of those who participate in them.



Feature Story and News Coverage Ideas

National Alcohol and Drug Addiction Recovery Month: What People Are Doing to Promote Addiction Recovery in Our Community

Every community suffers from problems associated with addiction, regardless of the socioeconomic status of its residents. Conduct interviews with representatives from private and publicly funded addiction treatment programs in your community. Find out how they are helping individuals, families, and communities recover from the ravages of addiction. Also, highlight **Recovery Month** events planned in your community. You can find currently planned activities by visiting www.recoverymonth.gov/2004. If no events are scheduled in your area, encourage dialogue, contests, etc. to stimulate planning of **Recovery Month** activities.

National Alcohol and Drug Addiction Recovery Month highlights the societal benefits of alcohol and drug use disorder treatment, lauds the contributions of treatment providers, and promotes the message that recovery from substance abuse in all its forms is possible. The observance also encourages citizens to take action to help expand and improve the availability of effective alcohol and drug use treatment for those in need.

Alcohol and drug use is substantially reduced among defendants while they are participating in drug court programs. For most participants who graduate from the programs (ranging from 50 percent to 65 percent), alcohol and drug use is eliminated altogether.

**Summary Assessment
of the Drug Court
Experience;
Office of Justice
Programs, May 1997**

Making the Case for Drug Courts

A growing body of evidence confirms that treating offenders for their alcohol and drug use disorders, not just incarcerating them, saves money. Treatment alternatives for nonviolent offenders do much more; they save lives and improve the quality of life for individuals and communities across the country. Conduct interviews with judges or drug court officials to educate the public about the effectiveness of local drug court programs. Also, conduct interviews with individuals who have successfully completed such programs to find out how their lives have changed for the better.

“Remember, [individuals suffering from alcohol and illicit drug use disorders] don’t need to be told what they are. They need to be told what they can become.”

Reverend Willie Wilson

Making the Grade: Schools, Teachers, and Administrators Who Support Addiction Recovery for Students

Today, many schools have student assistance programs to identify adolescents with alcohol and drug problems and to provide a range of services that help them achieve academic success and maintain sobriety. Some communities have “alternative” or “sober” high schools to support students recovering from alcohol and drug addiction while offering an environment for academic achievement. Conduct interviews with students, teachers, and administrators from programs like these in your community. Discuss what makes these programs work, and offer advice to those interested in starting similar programs.

Addiction: A Family Disease

How often have you heard someone with an alcohol or drug use disorder say, “The only person I am hurting is myself?” The truth is, when one family member becomes addicted, everyone is affected. Across the Nation, families are finding treatment—not only for the addicted member, but for the entire family. Still, making the transition from shame and denial to treatment and recovery is difficult. Interview local experts about resources, programs, and mutual support groups available to individuals suffering from alcohol and drug use disorders and family members confronting a loved one’s addiction.

Both addiction treatment programs and community groups should recognize the substantive role they can play in supporting prevention, education, and recovery for family members when it comes to timely intervention and prevention.

Voices of Recovery: Individuals and Communities in Support of Addiction Treatment

The most powerful statements about the value of addiction treatment come from individuals and families in recovery. Everyone plays an important role in understanding and articulating the needs of those suffering from alcohol and drug use disorders by acknowledging the courage of persons striving to achieve and maintain sobriety and identifying available resources for individuals and families in need. Conduct interviews with individuals and organizations working to raise public awareness about the benefits of addiction treatment and recovery and mobilizing communities to action.

“Drug use wreaks havoc on our families. Drug use destroys people’s ambitions and hopes... we must aggressively promote drug treatment. Because a Nation that is tough on drugs must also be compassionate to those addicted to drugs.”

***George W. Bush,
President of the
United States***

Many persons in recovery remain undisclosed for fear of discrimination, but could play an important role in reducing stigma by promoting positive images of recovery, serving as a role model/example of the success of treatment, placing a human face on addiction, and dispelling myths and stereotypes about those who have addictions.

Twin Barrier to Treatment: Stigma and Denial

Negative attitudes about individuals seeking addiction treatment and those in recovery continue to pervade every facet of society. As a result, the Nation’s treatment programs and service infrastructure are underfunded and insufficient to meet the ever-increasing demand for addiction treatment services. Conduct interviews with local addiction treatment providers and public health officials about overcoming negative attitudes that prevent individuals, family members, and communities from understanding and supporting addiction treatment. Also, conduct interviews with a cross-section of people who represent divergent backgrounds, income levels, professions, and cultures to help dispel myths about the disease of addiction. Allow them to tell their success stories about the benefits of addiction treatment.

Sponsoring Events in Your Community

Every community, regardless of socioeconomic status, experiences the devastation of alcohol and drug use disorders. By partnering with local organizations and sponsoring recovery-related events, you have the opportunity to demonstrate your continued commitment to the well-being of your local community. This show of your commitment can reach people from all walks of life to educate them about the devastating effects of alcohol and drug use disorders and the benefits of addiction treatment and recovery. Demonstrating to your local community that alcohol and drug use disorders are treatable diseases also can encourage other organizations to work aggressively to raise awareness about the benefits of addiction treatment and recovery.

Here are some ideas for events to sponsor in your community:

- Sponsor a “recovery celebration” at your local mall or shopping center. Team up with local retail outlets to provide addiction treatment- and recovery-related materials to customers.
- Partner with local organizations to host an event where community leaders and local celebrities in recovery can “meet and greet” and share their success stories with the community.
- Join area schools and colleges to host community forums and health fairs to address the negative effects of alcohol and drug use disorders on the human body and the community at large.
- Sponsor and provide coverage for a recovery walk or race in celebration of those who have overcome their alcohol and drug use disorders.
- Host a music festival featuring local musicians and artists whose music provides a positive example to the community.
- Partner with local addiction treatment facilities to host an art show featuring the artistic expressions of those in recovery and those affected by alcohol and drug use disorders.
- Host a community rally to raise community and Government awareness of the importance of addiction treatment and recovery.
- Join with local agencies and organizations to sponsor a parade in honor of those working in the addiction prevention and treatment services field.
- Sponsor a fundraising event where the proceeds go to local addiction treatment facilities, provide assistance to individuals in recovery, or aid in funding a new treatment program in your area.

**Free
educational
materials are
available from**

**SAMHSA's
National Clearinghouse
for Alcohol and Drug
Information by calling
(800) 729-6686
or visiting
<http://ncadi.samhsa.gov>.**

**Bulk quantities
are available
for distribution.**

**Be sure to post your events on the *Recovery Month* Web site at
www.recoverymonth.gov/2004/events.**

Community Forums

The Substance Abuse and Mental Health Services Administration (SAMHSA) has provided partial funding to support treatment-focused **Recovery Month** Community Forums in select cities across the United States.

The purpose of the **Recovery Month** Community Forums is to strengthen dialogue and raise awareness about addiction treatment at the local level. The following cities will be holding community forums this September during the 2004 **Recovery Month** observance:

Boise/Pocatello, ID	Houston, TX	Rapid City, SD
Boston, MA	Jersey City, NJ	Riverside, CA
Brooklyn, NY	Louisville/Frankfurt, KY	Salt Lake City, UT
Buffalo, NY	Miami, FL	San Antonio, TX
Chicago, IL	Minneapolis/St. Paul, MN	San Francisco, CA
Columbus, OH	New Orleans, LA	San Juan, PR
Dallas, TX	Philadelphia, PA	Seattle, WA
Des Moines, IA	Phoenix, AZ	Tampa, FL
Detroit, MI	Pittsburgh, PA	Tulsa, OK
Hartford, CT	Pontotoc/Tupelo, MS	Waukesha, WI
Honolulu, HI	Raleigh/Durham, NC	

Community forum agendas may include:

- An overview of the extent, magnitude, and consequences of alcohol and drug problems in families and in the community.
- Identification of effective treatment efforts and a dialogue about unmet needs for treatment and recovery programs and services.
- Testimony from someone in recovery and a discussion about the devastating effects of stigma on those who might otherwise seek treatment.
- Recommendations to health professionals, community leaders, and schools on the benefits of identifying, discussing, and providing treatment to those in need.

Information about community forums and other **Recovery Month** activities in your community can be found at www.recoverymonth.gov/2004/events.

Drop-In Article

(420 words)

Recovery Month Celebrates 15th Anniversary

National Alcohol and Drug Addiction Recovery Month is celebrated each September. The month-long observance, sponsored by the U.S. Department of Health and Human Service's Substance Abuse and Mental Health Services Administration (SAMHSA) unites public- and private-sector partner organizations nationwide in an effort to highlight the societal benefits, importance, and effectiveness of drug and alcohol treatment. In addition, the observance aims to reduce the stigma associated with addiction treatment. **Recovery Month** also celebrates people in recovery and those helping them overcome addiction.

This September will mark the 15th anniversary of **Recovery Month**. This year's theme, "Join the Voices of Recovery...Now!" will promote the benefits of treating alcohol and drug use disorders and highlight the contributions of treatment providers.

The activities and materials for the **Recovery Month** campaign are wide-ranging and include: The **Recovery Month** toolkit, Web site (www.recoverymonth.com), TV and radio public service announcements (PSAs), community forums, and community-sponsored events.

The centerpiece of the **Recovery Month** outreach effort is the **Recovery Month** campaign toolkit. Seventy-five thousand kits have been distributed to various national and local organizations; Federal, State, and local Government agencies and officials; grantees; professional treatment associations; and public and private treatment organizations.

The free kit contains helpful resources, event ideas, samples of ways to reach local media, and fact sheets for key constituency groups and special audiences to initiate and conduct a successful public education campaign. It also includes information for launching a comprehensive education campaign through local print and broadcast media, as well as for educating parents and families, schools and educators, health and wellness professionals, health insurers, criminal justice system professionals, elected officials and civic leaders, labor and trade organizations, community organizations, the faith community, and employers.

SAMHSA also offers an interactive Web site where the entire toolkit and other materials can be downloaded or ordered. The Web site includes additional planning resources, media updates, Web events, and a schedule of activities occurring across the country.

In calling for participation in **Recovery Month**, Office of National Drug Control Policy Director John P. Walters said, "Healing America's drug users is one of the cornerstones of our National Drug Control Strategy."

Health and Human Services Secretary Tommy Thompson said, "Providing treatment for people in need is compassionate public policy and a sound investment."

For a **Recovery Month** kit, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345 Rockville, MD 20847-2345. Telephone: (800) 729-6686 (English and Spanish) or (800) 487-4889 (TDD). Kits may be ordered or downloaded in PDF format from SAMHSA's Web site at www.samhsa.gov.

Drop-In Article (In Spanish)

(505 words)

El Mes de la Recuperación celebra 15^{to} Aniversario

El Mes Nacional de la Recuperación de la Drogadicción y el Alcoholismo se celebra cada septiembre. Esta observación mensual es auspiciada por la Administración de Servicios de Abuso de Sustancias y Salud Mental (SAMHSA) del Departamento de Salud y Servicios Humanos de EE.UU. Este es un esfuerzo conjunto que une al sector público y a varios consorcios de organizaciones privadas para destacar los beneficios, la importancia, y la efectividad del tratamiento para el alcoholismo y la drogadicción. Además de esto, la observación se propone reducir los estigmas asociados con el tratamiento para la adicción. **El Mes de la Recuperación** también celebra los logros de aquellos que están actualmente en recuperación y la labor y contribución de aquellos que les ofrecieron los servicios durante el proceso de rehabilitación.

Este próximo septiembre marcará el 15to Aniversario de **El Mes de la Recuperación**. El lema de este año “¡Únete a las Voces de la Recuperación... Ahora!”, promueve el involucramiento de todos en la lucha contra la adicción de alcohol y drogas.

Las actividades y materiales para la campaña de **El Mes de la Recuperación** poseen un enfoque diverso, incluyen: El Estuche de Herramientas de **El Mes de la Recuperación**, la página Web (www.recoverymonth.gov), anuncios de servicio público para la televisión y la radio, foros comunitarios y actividades auspiciadas por las comunidades.

La pieza clave de la campaña de **El Mes de la Recuperación** es el Estuche de Herramientas. Un total de 75 mil estuches han sido distribuidos a varias organizaciones nacionales y locales; agencias gubernamentales federales, estatales y locales; asociaciones de tratamiento profesional y organizaciones de tratamiento públicas y privadas.

El estuche gratuito contiene recursos de ayuda, ideas para eventos, ejemplos de técnicas para obtener el apoyo de los medios de comunicación locales, información para la creación de grupos directivos y audiencias especiales con el propósito de diseñar e implementar campañas educativas exitosas. También incluye; información para crear una campaña de educación comprensiva a través de la prensa escrita local, talleres para las familias, las escuelas y los educadores, profesionales de la salud, aseguradores, profesionales del sistema de justicia criminal, oficiales electos y líderes cívicos, organizaciones obreras y corporativas, organizaciones de base comunitaria y organizaciones de base religiosa.

SAMHSA ofrece una página Web interactiva donde el estuche y otros materiales pueden ser revisados y ordenados. La página Web incluye recursos adicionales para la planificación de actividades, programas educativos, anuncios para charlas en el Web, además de un itinerario de actividades conmemorativas en todo el país.

El Secretario del Departamento de Salud y Servicios Humanos Tommy G. Thompson citó: “Proveer tratamiento para la gente que lo necesita es una política pública compasiva y una inversión sólida en apoyo de aquellos que necesitan ayuda.”

Para recibir un estuche de **El Mes de la Recuperación** contacte a SAMHSA National Clearinghouse for Alcohol and Drug Information, PO box 2345, Rockville MD, 20847

Teléfono: 1-800-726-6686 (en inglés y español) o al 1-800-487-4889 (TDD. Los estuches pueden ser ordenados a través del Internet en un archivo PDF desde la página Web de SAMHSA, www.samhsa.gov.

Radio Public Service Announcements (PSAs)

Radio is a valuable medium for promoting **Recovery Month** and the benefits of addiction treatment and recovery. Radio public service announcements (PSAs) give listeners basic information about the campaign and provide a toll-free number so they can take the first step to finding out more about treatment services, as encouraged through this year's theme: "Join the Voices for Recovery...Now!" Feel free to adapt them to reflect local needs and resources.

Live-Read Radio Scripts

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Alcohol and drug addiction affect not only those with a substance use disorder, but also the people around them. When you get help...who knows who else you'll help along the way? This September marks the 15th annual observance of **National Alcohol and Drug Addiction Recovery Month**. You can help celebrate by joining the voices for recovery...now! For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P.

:15

When you get treatment for alcohol and drug addiction ...who knows who you'll help along the way? This September, celebrate **National Alcohol and Drug Addiction Recovery Month** by joining the voices for recovery...now! For drug and alcohol information, call 1-800-662-H-E-L-P.

Prerecorded PSAs

A variety of prerecorded English- and Spanish-language **Recovery Month** radio PSAs are available.

These PSAs can be previewed online at www.recoverymonth.gov/2004.

Use the inserted form to order prerecorded PSAs on CD or call 240-747-4816.

:30

Drug and alcohol addiction are equal opportunity diseases. People in recovery from these diseases come from all walks of life...and deserve to be treated with kindness and respect for fighting and winning one of the hardest battles there is. This September, celebrate the 15th annual observance of **National Alcohol and Drug Addiction Recovery Month** by joining the voices for recovery...now! For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P.

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People in recovery from alcohol and drug addiction deserve to be treated with kindness and respect. This September, celebrate **National Alcohol and Drug Addiction Recovery Month** by joining the voices for recovery...now! For drug and alcohol information, call 1-800-662-H-E-L-P.

:30

People who suffer from alcohol and drug addiction are all in the same boat. But with treatment, they can make it to solid ground. No matter how old or how young, anyone can benefit from treatment. And through treatment comes recovery. This September, celebrate the 15th annual observance of **National Alcohol and Drug Addiction Recovery Month** by joining the voices for recovery...now! For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P.

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Anuncios de Servicio Publico para la Radio (PSA's)

La radio es un recurso valioso para la promoción de **El Mes de la Recuperación** y los beneficios del tratamiento y la recuperación. Los anuncios de servicio público a través de la radio ofrecen a los radioyentes información básica sobre la campaña y un número telefónico gratuito para que estos tomen el primer paso de pedir información sobre los servicios de tratamiento, animados por el lema de este año-- “¡Únete a las Voces de la Recuperación!.. Ahora!” Estos anuncios se pueden adaptar siempre y cuando reflejen las necesidades y recursos locales de su comunidad.

Una gran variedad de anuncios de **El Mes de la Recuperación** pregrabados en inglés y en español, están disponibles al público. Para solicitar anuncios pregrabados en un disco compacto, por favor comuníquese al 240-747-4816.

Guiones para lecturas en vivo

:30

La adicción de drogas y alcohol no sólo afecta a aquellos que padecen de este desorden de abuso de sustancias, sino que también a la gente que los rodea. Cuando aceptas el tratamiento, estás ayudando a muchas personas.

Este próximo septiembre marcará la 15ta observación anual de **El Mes de la Recuperación de la Drogadicción y el Alcoholismo**. Tú puedes colaborar con la celebración uniéndote a las voces de la recuperación...ahora! Para más información sobre drogas y alcohol y para conseguir información sobre tratamiento para ti o para una persona que conoces, comunícate al 1-800-662-HELP.

:15

Cuando recibes un tratamiento para la drogadicción y el alcoholismo... estás ayudando a muchas personas. Este próximo septiembre celebra **El Mes de la Recuperación de la Drogadicción y el Alcoholismo** uniéndote a las voces de la recuperación... ahora! Para información sobre la drogadicción y el alcoholismo comuníquese al 1-800-662-HELP.

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La adicción a las drogas y al alcoholismo afecta a todos por igual. Las personas que se están recuperando de estas enfermedades pertenecen a todos los estratos sociales y merecen ser tratadas con amabilidad y respeto por tratar de superar una de las batallas más difíciles. En septiembre se celebrará **El Mes de la Recuperación de la Drogadicción y el Alcoholismo** uniéndote a las voces de la recuperación... ahora! Para información sobre drogas y alcohol y para conseguir información sobre tratamiento para ti o para una persona amiga, comunícate al 1-800-662-HELP.

:15

Las personas que están recuperándose de la drogadicción y el alcoholismo merecen ser tratadas con amabilidad y respeto. En septiembre se celebrará ***El Mes de la Recuperación de la Drogadicción y el Alcoholismo*** uniéndote a las voces de la recuperación... ahora! Para información sobre la drogadicción y el alcoholismo comuníquese al 1-800-662-HELP.

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Las personas que sufren de adicción a las drogas y alcohol padecen de las mismas condiciones. Con un buen tratamiento pueden aliviar el camino a la recuperación. No importa la edad que tengan, cualquiera puede beneficiarse del tratamiento. Y a través del tratamiento viene la recuperación. En septiembre se celebrará la 15ta observación anual de ***El Mes de la Recuperación de la Drogadicción y el Alcoholismo***. Tú puedes colaborar con la celebración uniéndote a las voces de la recuperación... ¡ahora! Para información sobre drogas y alcohol y para conseguir información sobre tratamiento para ti o para una persona amiga, comunícate al 1-800-662-HELP.

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Las personas que sufren de adicción a las drogas y alcohol padecen de las mismas condiciones. Con un buen tratamiento pueden aliviar el camino a la recuperación. Este próximo septiembre celebra ***El Mes de la Recuperación de la Drogadicción y el Alcoholismo*** uniéndote a las voces de la recuperación... ahora! Para información sobre la drogadicción y el alcoholismo comuníquese al 1-800-662-HELP.

Television Program and PSA Descriptions

Use the inserted form to order programs and PSAs from the *Road to Recovery*. These programs are available to stations wishing to use them for broadcast purposes only. Programs will be shipped as they are aired. For more information on air dates, visit www.recoverymonth.gov.

2004 Television Programs

Addiction by Prescription (VHS182/DVD182)

Data from the 2002 National Survey on Drug Use and Health show the second most popular category of drug use after marijuana is the non-medical use of prescription drugs. An estimated 6.2 million people, 2.6 percent of the population aged 12 and older, are misusing prescription drugs. Of these, an estimated 4.4 million used narcotic pain relievers, 1.8 million used anti-anxiety medications (also known as tranquilizers), 1.2 million used stimulants, and 0.4 million used sedatives. The survey estimates that 1.9 million persons aged 12 and older used OxyContin non-medically at least once in their lifetimes. This program highlights groundbreaking strategies to treat addiction to prescription medications and looks at the new, office-based and pharmacological approaches helping to make treatment more effective.

Alcohol and Drug Use Screening, Intervention, and Referral: Changing the Nation's Approach to Comprehensive Health Care (VHS183/DVD183)

Addiction to substance use is the number one preventable illness and cause of death in America. Sadly, more than 9 in 10 physicians fail to spot a drug or alcohol problem in adults, and more than 4 in 10 miss a problem in teenagers. This program introduces innovative approaches to educating health care professionals about appropriate screening, intervention, and referral procedures that easily can be incorporated into clinical settings. National initiatives helping to make alcohol and drug screenings available to adolescents and adults throughout the United States also are discussed. (Data Source: Missed Opportunity: National Survey of Primary Care Physicians and Patients on Substance Abuse. New York, NY: National Center on Addiction and Substance Abuse, Columbia University, April 2000)

Rethinking the Demographics of Addiction: Helping Older Adults Find Recovery (VHS184/DVD184)

Researchers are only beginning to realize the pervasiveness of alcohol and drug use disorders among people aged 60 and older. Until recently, alcohol and prescription drug misuse—which affects as many as 17 percent of older adults—was not discussed in either dependency/addiction or gerontological literature. The reasons for this silence are varied, but a major cause is that health care providers tend to overlook alcohol and drug use disorders and misuse among older people, mistaking the symptoms for those of dementia, depression, or other problems common to older adults. In addition, older adults are more likely to hide their substance use and less likely to seek professional help. Many relatives of older individuals with alcohol and drug use disorders, particularly their adult children, are ashamed of the problem and choose not to address it. The result is thousands of older adults who need treatment and do not receive it. This program highlights ways to overcome such barriers and help older adults receive the addiction treatment they need. (Source: TIP 26: Substance Abuse Among Older Adults)

The Individual and Familial Dynamics of Recovery (VHS185/DVD185)

When one family member becomes addicted, everyone is affected. In fact, experts refer to addiction as a family disease. Across the Nation, families are finding treatment—not only for the addicted member, but for the entire family. Still, making the transition from shame and denial to treatment and recovery is difficult. This program highlights the struggles of individuals and families in recovery and the successful strategies they use to begin the healing process and maintain sobriety. It also provides insights into conducting successful interventions and provides helpful tips for children, parents, grandparents, and caregivers who are dealing with addiction in the family.

Alcohol and Drug Use Disorders, Sexually Transmitted Diseases, and Other Infectious Diseases (VHS186/DVD186)

For individuals with alcohol and drug use disorders, the risk of contracting an infectious disease is vastly increased. Intravenous drug users (IDUs) and persons who engage in risky sexual behavior while under the influence are prime candidates for contracting infectious diseases. Many professionals in the public health, mental health, criminal justice, and addiction treatment health care delivery systems are not adequately prepared, either through training or experience, to fully address the complex needs of substance-using patients infected with HIV/AIDS, STDs, tuberculosis, or viral hepatitis. This program highlights progress in the effort to improve treatment for persons with coexisting substance use disorders and infectious diseases and gives critical insights into proven approaches for providing appropriate services across collaborative systems of care.

The Role of Faith- and Community-Based Systems in Addiction Treatment and Recovery (VHS187/DVD187)

The beneficial role that faith and social services play in the prevention and intervention of drug and alcohol use disorders and in programs designed to treat and promote recovery from alcohol and drug use and mental health disorders has long been acknowledged. This program explores the critical part played by faith- and community-based systems and provides useful tips on what works and how you and your organization can get involved.

Mutual Support Groups: What Everyone Needs to Know (VHS188/DVD188)

For decades, an increasing number of mutual support groups have helped individuals and families overcome addictions and lead healthy and fulfilling lives. Alcoholics Anonymous, Al-Anon, Narcotics Anonymous, NarAnon, Smart Recovery, Women for Sobriety, and Moderation Management are but a few of the mutual support groups helping to make a difference. This program explores the role of mutual support groups and helps you discern whether one might be right for you or someone you care about. This program highlights what makes mutual support groups work and lets you know how to find one near you. It also gives helpful tips for health care providers, employers, the criminal justice system, and educators for incorporating mutual support groups into their operations.

Witnessing With Anonymity: Dispelling the Misconceptions That Silence the Voices of Recovery (VHS189/DVD189)

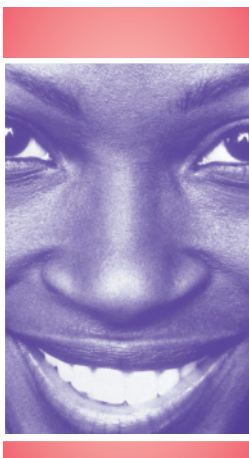
For many, the thought of speaking out and sharing a recovery experience with friends, coworkers, community leaders, civic groups, or policymakers is a daunting proposition. This program focuses on how people in recovery can provide testimonials and recount their successful recovery journeys and still be respectful of Twelve Step Traditions. It also addresses the myths and misconceptions that keep silent the voices that could give others hope and the courage to recover.

2004 Television PSAs

These broadcast-quality (Beta-SP format) television PSAs are free of charge and available in English and Spanish. PSAs are offered in :30 and :20 spots. To request these prerecorded PSAs, please call 800-729-6686.

Included are:

- “Boat:” A message about the benefits of addiction treatment and supporting those who are in recovery.
- “Tony:” A message about encouraging and supporting those who are in need of addiction treatment.



Resources and Services

Media Resources

SAMHSA Media Services Line

301-443-5052

SAMHSA understands editorial deadlines. A phone number (301-443-5052) has been established to provide media representatives with accurate information in a timely fashion. We also can coordinate interviews with expert spokespersons on all matters related to substance use disorder prevention and treatment.

SAMHSA Radio Newslines

800-272-7723

The SAMHSA Radio Newslines provide broadcast-ready substance abuse news and public affairs reports. The audio spots feature actualities from nationally recognized experts in the fields of alcohol and drug use disorder prevention and treatment. Broadcast-ready Newslines reports (usually :60 to :90) easily can be folded into radio news or public affairs programming, or serve as a source for quotes and actualities for your own news coverage. Look for **Recovery Month**-themed segments throughout September.

SAMHSA Media Services Web Sites

www.samhsa.gov/news/news.html

SAMHSA Media Services' Web site provides SAMHSA's latest news releases, statistics, fact sheets, data, and policy reports about mental health, alcohol and drug use disorders, prevention, managed care, and the workplace. The Web site also provides links to other SAMHSA resources.

<http://ncadi.samhsa.gov/media>

The NCADI Newsroom is the most comprehensive online resource for journalists covering issues related to substance use disorders. Be sure to check out the new and improved Newsroom with news angles, programming ideas, and other resources specifically created for the media. The NCADI Newsroom also offers press releases, links to online substance abuse-related articles (updated daily), public education information, PSA scripts, and much more.

Community Resources

SAMHSA's National Helpline

800-662-HELP (Toll-free)

Center for Substance Abuse Treatment (CSAT)

Substance Abuse and Mental Health Services Administration (SAMHSA)

U.S. Department of Health and Human Services

The SAMHSA National Helpline is a resource for locating alcohol and drug use disorder treatment programs in communities throughout the country. It is a great tool for communities, families, or individuals who want to identify the most appropriate State-certified addiction treatment services located closest to them.

National Clearinghouse for Alcohol and Drug Information (NCADI)

800-729-6686 (Toll-free)

Substance Abuse and Mental Health Services Administration (SAMHSA)

P.O. Box 2345

Rockville, MD 20847-2345

<http://ncadi.samhsa.gov>

SAMHSA's NCADI is the Nation's one-stop resource for the most current and comprehensive information available about alcohol and drug use disorder prevention and treatment. NCADI is one of the Federal Government's largest clearinghouses, offering more than 500 items to the public, most of which are free-of-charge.



***Road to Recovery* Multimedia Order Form**

VHS182_____	DVD182_____
VHS183_____	DVD183_____
VHS184_____	DVD184_____
VHS185_____	DVD185_____
VHS186_____	DVD186_____
VHS187_____	DVD187_____
VHS188_____	DVD188_____
VHS189_____	DVD189_____
TV PSA Reel_____	
Radio PSA CD_____	

Name: _____

Title: _____

Media Organization Name: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Telephone: _____

E-mail: _____

Would you like to be added to the ***Recovery Month*** listserv? This will allow you to receive future press releases, programming updates, PSAs, and other materials related to the observation of ***Recovery Month***.

☐ Yes ☐ No

Check out the ***Recovery Month*** Web site at www.recoverymonth.gov/ to preview and order additional videos.

Please complete this form and send it to:

Media Relations

SAMHSA's National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20847-2345
or fax to 301-468-6433

Orders may be called in at 240-747-4816.

***Recovery Month* Guide for Media Action Reply Form**

Please take a moment to complete this form and fax or mail it back to us. This form is available to be filled out and submitted online at www.recoverymonth.gov. Your feedback will enable us to evaluate our efforts. Should you have additional questions or comments, please call 240-747-4816. Thank you in advance for your response.

Did you use...

the television programs?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	the feature story ideas?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
the drop-in articles?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	the television PSAs?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
the radio PSAs?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	other materials in the guide?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

How many times did you run the television programs? _____

How many times did you run the radio PSAs? _____

How many times did you run the television PSAs? _____

Which do you prefer (check one)? ☐ Prerecorded PSAs ☐ PSA Scripts

If you prefer prerecorded spots, please indicate the format you find most helpful:
☐ DVD ☐ CD ☐ Cassette ☐ Other (specify): _____

Would you like to be added to the ***Recovery Month*** listserv? This will allow you to receive future press releases, programming updates, PSAs, and other materials related to the observation of ***Recovery Month***.
☐ Yes ☐ No

Would you like to be included in SAMHSA's National Clearinghouse for Alcohol and Drug Information media database? This will allow you to receive future PSAs and other media-related materials.
☐ Yes ☐ No

Media Organization Name: _____

Name: _____

Title: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Telephone: _____

E-mail: _____

Please return form to:
SAMHSA's National Clearinghouse for Alcohol and Drug Information
ATTN: Media Relations
P.O. Box 2345
Rockville, MD 20847-2345
Fax: 301-468-6433